

THE REVIEW

Vol. XXXV—No. 38

August 28, 1941



Alibi Time Is Over! . . .

It's Time Now to Say "Yes" or "No"
Business Is Good

. . . Show Greetings on Every Call!

CHEAPER TO LIVE

A live man pays two-bits for a shave; it costs \$5 to be shaved in the morgue. A woolen overcoat cost \$40; it may cost as high as \$400 for a wooden one. A taxi to the party costs only a dollar or two for the round trip; a one-way ride to the cemetery costs \$10 or more. Stay alive and save money by driving carefully.

—Calif. Highway Patrolman.

(Thanks to Glenn Woods)

The REVIEW



by and for the Sales Department of
The Gerlach Barklow Co.

THE ULTIMATE OF ART IN ADVERTISING

Vol. XXXV

JOLIET, ILLINOIS, AUGUST 28, 1941

No. 38

EIGHT DOWN - FOUR TO GO! TIME MARCHES ON!

By the time this issue of The REVIEW reaches most of you we will be into September. And the old nose is to the grindstone as we start down the home stretch of 1941. Let's continue to demonstrate ambition in our every move and attitude; let's continue to find ways to create business.

One thing I am happy about is that again this year many of you are making a real effort to sell parts of the line you have not sold before, and doing it with success. Keep digging on this and you'll find eventually you will be successful. With the wonderful DAD Line you have this year my ambition is to see you sell more Monthly Calendars.

WHY DO MOST MANUFACTURERS USE MONTHLY CALENDARS? Most manufacturers rely upon a relatively small group of customers to give them the bulk of their business each year. Where the product is highly specialized, the entire volume of business may come from 100 or 200 good customers. In less specialized fields, 200 or 300 good customers often represent as high as 60 per cent of the total volume, although there may be a thousand small buyers on the books.

In typical cases like this manufacturers use monthly advertising for sales insurance. Monthly calendars, house organs, blotters, post cards, make friends and influence buying. They call regularly, never allowing the customer to forget.

It is worth the small cost of DAD to be sure that customers will not stray into other markets. And the money invested in DAD is 100 per cent effective—no waste circulation, the entire advertising cost concentrated on the most fruitful buying group.

Thanks sincerely for the job you are doing in August. You have many wonderful ideas and tools in your hands; I know you will use them better than ever in the glorious harvest month ahead. Those four H's—H ead, H eart, H and and H oof. Let's use them each day to get our share; let's do each day the things we know we ought to do.

It's up to YOU. I know you'll come through.

J. Mackey

Your 71 Best Selling Days - Sept. 2 to Nov. 22



Twelve big weeks — your 71 best selling days — give you a chance to win one or a dozen of the 320 good ideas for Christmas illustrated in the official catalog of Christmas prizes, which you'll receive soon.

Start Tuesday, early in the morning. All you have to do is BEAT YOUR QUOTA—and as a member of the 1941 G-B Christmas Club, you already have \$250 free credit. Every complete order you sell between Sept. 2 and Nov. 22 puts you that much nearer to cashing in on the beautiful Christmas gifts. You'll find everything you want to get—or give—for Christmas in the catalog.

You score yourself like this:

Add up your total volume on complete orders each week. Give yourself an extra \$100 for each week in which you sell six or more orders. At the end of the twelve weeks, add your total volume to your initial \$250 free credit, and deduct your quota. The remaining points are your Christmas Balance—as good as cash to get you the prizes you select.

All orders must be complete and ready for manufacture to count.

Start Tuesday and work every day. Your 71 best selling days of 1941 give you plenty of time to win many prizes. Make every day count!

THE BIG DRIVE STARTS NEXT TUESDAY!

Every excuse for delay in buying ends with Labor Day. Yes, we will start next Tuesday morning on our final drive for the year. There will be an active market for Goodwill Advertising this Fall and our plant is in splendid shape to handle the biggest late business in history.

It is true that we have already felt the pinch of certain supplies and this problem will increase. It applies principally to metallic papers, inks, metals; and you have probably read that pencils, both mechanical and wooden, will feel the shortage of graphite.

There will be withdrawals on items from time to time, particularly on leather items that require metal fittings, but we have plenty of stock on all regular items like roll calendars, mounts, and pictures, a large stock of blotters, booklets, etc., so don't be afraid to sell all you can for weeks and weeks to come.

Do not run the risk of getting copy and cuts later. Preference will be given in every case to complete orders. You are saving yourself labor and grief if you complete all orders while you are on the job. You will insure satisfaction to your customer and you will make it possible to continue selling and manufacturing until the last minute.

James R. Talcott

DOES YOUR PROSPECT BELIEVE IN SIGNS?

ART CALENDAR ADVERTISING is an economic strategy by means of which people are persuaded to display advertising signs which they would not display in any other form. That is our conception of the value which we sell to our customers in exchange for the price they pay us for our calendars.

To be explicit—we procure for our customers valuable wall space for hanging their advertising signs which they could not otherwise buy at any price.

The important thing in selling indoor billboard calendars is to convince the prospective customer of the benefit to be derived by having his signs displayed constantly before the eyes of the very people with whom he wants to do business.

If and when he is sold on that point, you can practically guarantee to give him the desired wall space.

From this point until the sale is consummated, it is only necessary to show comparative figures on the cost of outdoor and indoor billboards and to determine how much of an investment the advertiser should make.

And here is an important point—SEEK TO SERVE, RATHER THAN TO SELL. By doing this you build PERMANENT accounts; the kind of accounts every good salesman wants.

DEAR SIR:

Aero Mayflower Transit Co. of Indianapolis, Ind., have moving vans operating over the United States.

They have agents in hundreds of towns not operating under their own franchise but as agents.

Our yellow pencil with red letters is identical with the colors of the vans' trademarks, calendars and other media they use.

Talking to one of their agents today, suggesting use of yellow pencil with letters in red, netted an order for 100 pencils, using local transfer company ad combined with Mayflower makes a good combination.

Thought I'd pass this on, as there are a great many agents throughout the U. S., and this idea is good to use in soliciting large accounts for moving services and might mean an order for some other salesman.

Yours truly,

JOHN GILBERT.

FREE - Monthly Editorials for News Quiz!

With your regular sample of the September News Quiz, we are sending you a little folder showing twelve standard editorials which may be used on the back page of News Quiz at regular prices.

Please read instructions on the cover of the folder. The editorials must be used exactly as shown. They may be used only on the back page of News Quiz.

If the editorials are wanted, YOU MUST SPECIFY THEM ON THE FACE OF THE ORDER. Under Special Instructions write, "Use Little Things We Do editorials."

You'll see that the monthly messages are written to fit any line of business. They are suitable for every business that can use News Quiz effectively.

At no extra charge, the "Little Things We Do" messages give your customers a change of copy each month. That's an added talking point that will help you in your sales campaign for Christmas prizes.

You can sell an order for News Quiz every week during the Christmas sales drive!

THIS IS A FREE ADVERTISEMENT

If Editor Rie Seely doesn't object, **THIS IS A FREE ADVERTISEMENT**. It is a free advertisement of the August 22nd issue of the weekly edition of *Printers' Ink*, which for 53 years has been the authoritative "Journal for Advertisers."

The reason for the free advertisement is this: In this particular issue of *Printers' Ink* is published a 56-page insert devoted entirely to "Advertising's Work in a Sellers' Market." Perhaps you will get a pretty fair idea of the ground covered from the following table of contents:

- I. Why advertisers can't afford to stop now—an analysis, with examples, of what happens when appropriations end, even when the company may be oversold **A SIX-PAGE ARTICLE**.
- II. 19 important jobs advertising can do in an oversold market... **AN EIGHT-PAGE ARTICLE**.
- III. Faith in advertising pays rich dividends—companies that kept up effort during World War I sellers' market survive as today's leaders **A FIFTEEN-PAGE ARTICLE**.
- IV. Wartime as time for business-building: These advertisers, now great, began in 1915-1918... **AN EIGHT-PAGE ARTICLE**.

V. Value of consistency in advertising is told by leaders who know... **A THREE-PAGE ARTICLE**.

VI. How farsighted advertisers are today reaching out for future good will... **AN EIGHT-PAGE ARTICLE**.

VII. Copy themes designed for a sellers' market—some headlines and quotes to show that there are many subjects to talk about... **A FOUR-PAGE ARTICLE**.

There you have an idea of the extremely timely subjects covered by this insert in *Printers' Ink*.

As it is printed on a style of white paper different from the body of the magazine, it may be that this section will be printed separately and sold for distribution to advertising buyers and sellers. However, nothing is stated to this effect and we haven't had time to obtain an answer from *Printers' Ink* to our request for information.

For this reason, as it is always difficult to obtain back issues of even our *Printers' Inks*, we suggest that you square up to the **ONE LITTLE DIME**—yep, ten cents—see if you can obtain a copy in your city or town you happen to be in. In that, you might send a **DIME** to *Printers' Ink*, 185 Madison Avenue, New York.

and see if it is possible to purchase a copy of the August 22, 1941 issue direct from the publishers.

From time to time we have been trying to tell you what advertisers did and didn't do in World War I. We have also been trying to tell you what advertisers are doing and not doing now. But, our efforts have been feeble when contrasted with this section, or insert, in *Printers' Ink*. It has the whole story—with names, places, and dates. And it corroborates what we have tried to get across; that the business firms that continued to advertise during the period of World War I are the big leaders of **TODAY**.

Maybe we are over enthusiastic about this section of *Printers' Ink*, but it saved a very good advertising account for US, and we think it might be the means of saving many for **YOU**. In our opinion, it would be worth many, many dollars of any advertising salesman's money, yet,—**IF** you can get one—it will cost you nothing but one little dime. The job will be to get one, and time, we imagine, is precious, for the press run of this magazine is usually limited and it is hard—after a couple of weeks—to obtain a back copy. So hop to it!

On the cover of this same issue of *Printers' Ink* is the advertisement of N. W. Ayer & Son, Inc., the oldest advertising

agency in the United States. It consists of a simple quotation set in a box in the middle of the white space.

Here it is:

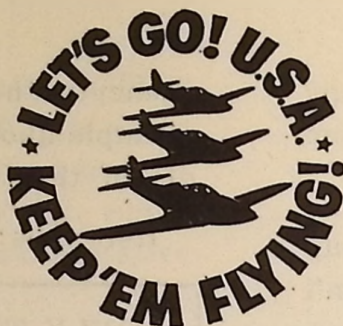
**ONLY THE SAVAGE NEGLECTS
TO CULTIVATE HIS CROPS
WHEN HIS STOMACH IS FULL.**

That's not many words, is it? Yet it tells pretty well the whole story of the advertising situation now developing. Many business firms, finding their "stomachs full" with government orders, are neglecting—or playing with the idea of neglecting—to cultivate the crops from which must come their future "food." Of course, such a policy would be a tragic mistake, and it is up to all of us who understand advertising to prove why. That's why we need all the ammunition we can obtain. And *Printers' Ink* is filled with this type of ammunition.

Here's hoping you can obtain a copy of the August 22nd issue of this magazine. Meantime, we're gathering some further sales material which we hope will be of value to you. It is still our belief that present conditions are **RIGHT DOWN OUR ALLEY**. We'll try to prove this to you in future issues of *The REVIEW*.

Jesse E. Packer

THE WILL TO WIN IS WINNING AGAIN



YOU'RE KEEPING 'EM FLYING



PERC EARL OF NEW YORK IS HIGH MAN FOR THE WEEK WITH AN \$1,800 SALE OF ART CALENDARS TO A NEW CUSTOMER

Mr. Earl creates a fine new account with this \$1,800 sale to one of the world's biggest FOOD PRODUCTS MANUFACTURERS, specializing in cereal by-products. Mr. Earl also sold Paragon billfolds to a MOTOR TRANSFER COMPANY.

S. E. Adams of Colorado makes two sales for a total of more than \$500. His first is a sale of Business Calendars to a SUPPLY COMPANY for \$255—an old customer; his second is a \$160 sale of Pencils to a MOTOR CAMP in one of our great National Parks. A new customer. These pencils carry the Pledge of Allegiance.

Nate Abelson of Michigan—a brand new salesman in his first week in the field, makes five sales—four to new customers for \$200.

J. Milton Wigley of Alabama made five sales for \$300, his biggest a \$167 sale of No. 7 Memorial Records to a FUNERAL DIRECTOR. Mr. Wigley also sold Bluebird Billboards to a CHEVROLET DEALER, Paragon Key Cases to a FORD DEALER, Memorial Record books to a FUNERAL HOME and FD Service to a FUNERAL DIRECTOR.

H. D. Evans of New York created four new accounts and sold five orders for \$229—"A Long Life and a Healthy One" to a DAIRY, "In Remembrance Boxes to a FUNERAL DIRECTOR, Pencils to an INSURANCE AGENCY, Memorial Cabinets to a FUNERAL HOME and Pencils to a PATTERN SHOP.

Lynn Walker of North Carolina sold four orders for over \$300—a \$175 sale of "Houghton Mill" to a FURNITURE DEALER, "My Diary" Baby Booklets to a DRUGGIST, and Pencils to a CREDIT REPORTER and Pencils to a MOTOR EXPRESS COMPANY.

R. S. Perry of New Jersey sold "My Bonnie" to an AUTO DEALER, Last Edition Hangers to a GENERAL MERCHANT, and FD Service to a FUNERAL HOME. Six years ago, Mr. Perry started an auto dealer in the use of Holiday Greetings, the initial order amounting to \$69. The account has grown consistently until today it is double the original amount and is still on the up-and-up.

C. M. Roadstrum of Michigan makes two sales for \$235—a sale of Paragon to a MANUFACTURER—a new customer, and another sale of Paragon to a TOOL MANUFACTURER.

H. N. Buckley of California makes four sales for over \$400, his best a \$231 sale of "Spirit of America" to a FEDERAL SAVINGS AND LOAN COMPANY. Mr. Buckley also sold Paragon to a SIGN MANUFACTURER and to a PAINT MANUFACTURER and Pencils to a SIGN COMPANY.

Larry Moss sells FD Service to two FUNERAL DIRECTORS for \$329.

Mrs. A. C. Jahl sold "Their Priceless Heritage" to a STATE BANK for \$172.

Miss Katherine Melcher of Wisconsin sells "My Blue Heaven" to a GRAIN DEALER for \$155.

R. H. Lipford sold Sympathy Cards to a FUNERAL HOME, Business Calendars to a STATE BANK and Pencils to a MANUFACTURER—a new customer.

Sam Haynes made a \$150 sale of "Peekaboo" to a MERCHANT and FD Service to two FUNERAL DIRECTORS.

H. A. Gorsuch of Colorado made a \$140 sale of "The Joy of Living" to a STATE BANK.

Charles Clayton of Pennsylvania made four sales for \$400—"Springtime" to a COFFEE ROASTER AND BLENDER, "Autumn Rhapsody" to a BLUEPRINT WORKS, "Down on the Farm" to a MANUFACTURER and Paragon to a MERCANTILE CONCERN.

Sam Raborn of West Virginia made four sales for over \$400, "My Bonnie" and "Forever Yours" to a WHOLESALE GROCER—a new customer, Religious Calendars to a FUNERAL HOME, Ger-Bars to a GENERAL STORE, and "Their Priceless Heritage" to a HARDWARE DEALER—all new customers.

E. E. Meyer sold "Houghton Mill" to a FARM BUREAU for \$207 and "Steady" to a BRICK MANUFACTURER for \$50.

Mrs. Estelle P. Thompson created a nice new account with a \$167 sale of "Bright Bouquets" Post Cards to a MERCANTILE CONCERN.

Clyde Estes makes five sales for \$262—Ger-Bars to a GROCERY, FD Service to a FUNERAL HOME, "My Blue Heaven" to a WHOLESALE PROVISION DEALER, "Spirit of America" to an AUTO DEALER and "Down on the Farm" to a MANUFACTURER OF FRUIT PACKING CASES. This last order mentioned amounts to \$121 and the account was started ten years ago with a \$42 blotter order and has grown steadily until the total to date amounts to nearly \$1,000.

O. M. Wildman of California makes eight sales—four to old and four new customers for \$253—Farm Record Calendars to a GENERAL STORE, Ger-Bars to a GRAIN DEALER, Ger-Bars to an AUTO SUPPLY STORE, "Proud Mothers" to a HATCHERY, "Priceless Heritage" to a

LUMBER DEALER, Safety First Calendars to a DEALER IN STANDARD OIL PRODUCTS, Ger-Bars to an AUTO REPAIR SERVICE COMPANY and Pencils to a SERVICE STATION.

E. Gerrish of Connecticut makes seven sales—three to new customers. Dairy Calendars S257 to a DAIRY, Acknowledgment Folders to a FUNERAL HOME, "Outward Sunshine" to a LIQUOR DEALER, Greetings to a RADIO DEALER, Paragon Key Cases to a MOBILE OIL DEALER, Key Cases to a CHEVROLET DEALER and Pencils to a DAIRY.

Albert J. Morrier sells six orders—three new and three old customers. Metal Calendars to an INSURANCE AGENCY, "Steady" to an AUTO BODY WORKS, "Priceless Heritage" to a BARBER SHOP, "Our America" Blotters to a MANUFACTURER OF PAPER SPECIALTIES, "Our America" Blotters to a SAW MANUFACTURER and Pencils to a BUILDING SUPPLY DEALER.

J. P. Robinson makes six sales for \$400—FD Service to a FUNERAL DIRECTOR, "Springtime" to a TOOL MANUFACTURER, Business Calendars to a PATTERN SHOP, Paragon Billfolds to a PATTERN AND MODEL WORKS, Pencils to a WELDING SHOP and to a TOOL MANUFACTURER.

J. B. Kasper of Tennessee rings up six sales—Paragon to a CHEVROLET DEALER, Key and License Holders to a FORD DEALER, Key Cases to a BUICK DEALER, Sympathy Folders to a FUNERAL HOME, Bank Book Greetings to a NATIONAL BANK, and Paragon Key Cases to an AUTO SALES AND SERVICE.

Leo Himelhoch of Michigan made a \$262 sale of Funeral Director Cards and Booklets to a FUNERAL DIRECTOR.

Ralph Bond scores six times for \$400—a \$110 sale of Will Rogers Calendars to a SEED GROWER, "Spirit of America" to a STATE BANK, Ger-Bars to a MARKET, "Spanky's Traffic Court" to a REAL ESTATE AND INSURANCE AGENCY, Knives to an INSURANCE AGENT and Pencils to an ICE CREAM MANUFACTURER.

Sidney Hodson of Michigan makes six sales—No. 7 Memorial Books to a FUNERAL DIRECTOR, Pencils to a FUNERAL HOME, "My Diary" Baby Books to a FUNERAL DIRECTOR, FD Service to a FUNERAL HOME, Acknowledgment Cards to a FUNERAL HOME, and Paragon to a CONSTRUCTION COMPANY.

Marvin Mitchell scores six times for \$250—"Spirit of America" to an INSURANCE AGENCY, Will Rogers Calendars to a CHEVROLET DEALER, Keg Style Key Cases to a BREWERY, Ger-Bars to a BAKERY, "Bild-Cost" Blotters to a REALTOR, and Pencils to a GARAGE.

Clifford Higgins makes six sales—Paragon to an AUTO DEALER, FD Service to a FUNERAL HOME, FD Service to a FUNERAL DIRECTOR, Remembrance Boxes to a FUNERAL HOME, Paragon Billfolds to a LUMBER DEALER, "Steady" and "Autumn Rhapsody" to a NATIONAL BANK.

A. W. Thurn's best order of the week was a \$153 sale of Paragon to a MANUFACTURER OF WOOD VENEER.

George W. Ballard's best was a \$150 sale of Ger-Bars to a DEPARTMENT STORE.

H. C. Busack's best was a sale of 1,200 Paragon Key Cases to an AUTO DEALER.

Charlie Chamberlain's best of four was a \$200 sale of Religious Calendars to a FUNERAL HOME.

Charlie Clark made a nice sale of "Spirit of America" to a CHEVROLET DEALER.

E. C. Doudna sold 1200 Bildcost Blotters to a FEDERAL SAVINGS AND LOAN COMPANY.

W. F. Dunlap's best is a nice sale of "Spirit of America" to a STATE BANK, "SERVING THE COUNTY FOR NEARLY HALF A CENTURY."

W. J. Eggleston made five sales—Paragon Key Cases to a HOTEL and a CAFE, Farm Record Calendars to a VETERINARIAN, Ger-Bars to a RESTAURANT and "Little Things You Might Forget" to a FUNERAL HOME.

Harry Etter's best out of four is a \$100 sale of Business Calendars to a MEAT PACKER.

John Gilbert sold four orders for \$200—Lucky Penny Greetings to a SERVICE STATION, "Sweet Singer of Songs" to a FUNERAL HOME, Ger-Bars to a FUNERAL HOME, and Paragon to a GAS AND OIL DEALER.

Cliff Gordon made a clever copy hookup which gave him an order from a STUDEBAKER DEALER—Jot it Down—he suggested the following copy on "Steady"—"OUTSTANDING IN ANY FIELD, STUDEBAKER CHAMPION, STUDEBAKER COMMANDER, STUDEBAKER PRESIDENT." Mr. Gordon also sold 500 Greetings to an ICE CREAM MANUFACTURER and "Be Sure You're Right" to a SERVICE STATION.

J. W. Hatch sold "When a Feller's Got a Friend" to a MANUFACTURER, Ger-Bars to a DAIRY FARM, Brainy Bow-Wows" Blotters to a BANK, FD Service to a FUNERAL HOME and Pencils to a MANUFACTURER.

J. N. Haberstick's best for the week is a nice sale of Greetings to a BEER DISTRIBUTOR, a new customer.

Mr. Houison's best is a sale of "My Bonnie" to a HOME APPLIANCE COMPANY.

Eugene Keltner's best of three nice orders is a sale of S-257 "A Long Life and a Healthy One" to a DAIRY—a new customer.

A. H. Laun created a new account with a sale of 1000 Metal Calendars to an OFFICE APPLIANCE MANUFACTURER.

A. McWilliams' best for the week is a sale of 500 Household Alphabet Calendars with "Bluebird Family" to a FUNERAL DIRECTOR.

H. R. Messick of Iowa made it five straight for the week; his best a Safety Campaign sold to a PLUMBER.

Dan Morrissey's best for the week is an \$87 sale of Paragon to a STRUCTURAL STEEL CONTRACTOR.

Mr. Muller of Pennsylvania sold 500 Religious Calendars to a MORTICIAN.

John Mur's best was a \$100 sale of "Here Peace and Happiness Abide" to a FUNERAL DIRECTOR.

Tom Orvis' best for the week was a sale of 500 Metal Calendars to a DRUGGIST.

A. H. Oschmann of Indiana sold Golden Rule Blotters to a TRANSFER COMPANY, Ger-Bars to a MUSIC SHOP, FD Service to a MORTUARY, and Paragon to a PLANING MILL.

L. E. Page of Virginia made five sales—"Forever Yours" to a PHONOGRAPH SHOP, Ger-Bars to a DANCE RESORT, "Forever Yours" to a FLORIST, "Yours Truly" to a REAL ESTATE AGENCY and Metal Calendars to a REAL ESTATE COMPANY, all new customers.

Mrs. Fannie Peterson's best of three is a sale of "Spirit of America" to a STATE BANK.

Tom Perrott of New Jersey wrote five orders for the week—four to new customers. His best for the week a nice sale of "Forever Yours" to a FLORIST.

Harold Ricker sold SQA2, "Kiddies, Inc." to a MAILING SERVICE COMPANY for \$180 and "Forever Yours" to a FLORIST for \$127.

Isidor Siegel's best of three is a sale of 300 Family Record Books to a FUNERAL DIRECTOR.

A. C. Talerico of Texas sold "A Long Life and a Healthy One" and "Happy Bluebird Family" to a WHOLESALE GROCER, Pencils to a MATTRESS MANUFACTURER and Pencils to a WHOLESALE PRODUCE MERCHANT—all new customers.

P. M. Winter's best is a sale of "Steady" in R-2 Billboards to an AUTO REPAIR GARAGE—a new customer.

F. L. Zimmerman made five sales for \$245—Business Calendars to a STEEL MANUFACTURER, "My Bonnie" with Better Home, Better Gardens Pads to an INSURANCE AGENCY, Paragon to a FUNERAL DIRECTOR, "My Diary" Baby Record Booklets to a DRUGGIST and Metal Calendars to a GROCERY AND MARKET.

INSTRUCTIONS ON PARAGON LEATHER ORDERS

URGENT! Please follow these instructions carefully, in clearing held orders for leather and in selling new orders:

DO NOT ACCEPT NEW REQUESTS FOR LEATHER SPECIALS. No further special orders can be handled.

OCTOBER 1ST is the deadline for orders for regular items with individual names stamped (not November 1st, which has been the deadline date).

HELD ORDERS MUST BE CLEARED AT ONCE. If you have leather orders that are being held for reasons other than individual names, send in final instructions immediately.

Later in the year, lack of materials and delivery facilities may make it impossible to fill leather orders. You serve your customers best by completing all leather orders now—**TODAY!**



OUTSTANDING IN ANY FIELD

**Studebaker Champion -- Studebaker Commander
Studebaker President**

C. F. GORDON MOTOR SALES

PHONE 45 FOR SERVICE

| 1941 | AUGUST | | | | | | 1941 |
|------|--------|-----|-----|-----|-----|-----|------|
| Sun | Mon | Tue | Wed | Thu | Fri | Sat | |
| - | - | - | - | - | 1 | 2 | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | |
| 31 | | | | | | | |

I HAVE SIX HONEST SERVING MEN:

WHO is my logical greeting prospect?

Every business man who has a friend.

WHERE is he located?

Right next door to everywhere.

HOW shall I approach him?

Ask him what value he places on a customer.

WHY should he be interested in greetings?

Because they are builders of business good will.

WHEN shall I tell my story?

Whenever there is someone to listen.

WHAT shall I say?

"How are you going to say 'Merry Christmas' to your good friends and customers?"